12/18/74

Ms. Mildred Sola Neely
Trade News Editor
Publishers' Weekly
1180 Avenue of the Americas
New York, N.Y. 10036

Dear Ms. Neely,

There has been no Christmas joy for me from PW pursuant to yourx letter of 10/15 and my response.

If there hasx been a mention of WHITEWASH IV: TOP SECRET J.F.K.ASSASSINATION transcript in PW it is the first time no single bookstore has mentioned it. If there has been no mention, this is the first time PW has ignored the country's smallest and most specialized publisher.

You should have received a copy long ago. A glance would, I believe, have shown the uniqueness of the content.

As has happened with each of the books I have published myself, this one received major news attention, leading, I am sure, to book seller and buyer frustration. The Washington Post syndicated a major-length story. AP and UPI did the same on their A wires. Play of which I know ranged up to more than 40 inches on the front page of the Sacramento, Ca., Bee. There has been similar attention abroad, ranging from phone broadcasts to Honolulu to a major story in the International Herald Tribune and a full column syndicated to a dozen papers in the Netherlands. And I can't begin to tell you the number of self-generated radio broadcasts domestically, all by phone.

But alas! almost nobody knows how to get the book. To read or to sell. Except from these radio broadcasts. In the first two weeks we had already received enough checks to pay off 20% of what we borrowed to pay the printer.

Such a book with such a record is not trade news to PW? I'm sorely disappointed at that, too. Major publishers have large and expensive staffs and often don't begin to get this kind of news attention to non-fiction. Yet what I report was accomplished with an advertising and promotion budget of zero - not a penny.

As I suggested in my first letter on this book, referred to Albert Johnson, I believe major publishers can learn for a very small one.

We are getting out a mailing after Xmas. From it I learn that with the earlier books that PW did mention 672 books stores and libraries ordered from us, about 400 of these stores.You did serve an industry purpose, I believe.

Mr. Johnson remembered reviewing (very favorably) one of my books brought out by a subsidiary of a major publisher. It was major news but received almost no newspaper or radio attention and is by far my poorest seller. (I have the remainders.) Mr. Johnson may be interested in knowing that based on that book and my subsequent work, including investigation, and the legal work of my colleague in this new book, a federal court is now considering ordering a trial for James Earl Ray and the Supreme Court is considering whether to grant certiorari to the State of Tennessee, which is appealing a new legal precedent we have established in this case. If you do not want the copy I sent you, would you please give it to Mr. Johnson? If you do want it, I'll take a label to mean he would like one, whether or not to review.

Sincerely, Harold Weisberg